

CRM

Complaints Analysis

Data Management & Analytics
August 2025



Key Objective

Analyze average complaint resolution times accross a number of different dimensions to identity performance patterns

Analysis Scope

- **Data Sources:** CRM Events & Call Center Logs
- **Dimensions Analyzed:** Product Type, Issue Category, Time Trends
- **Key Metric:** Average Service Time (ser_time)

Product Category

2

Bank Account, Credit Card

Issue Types

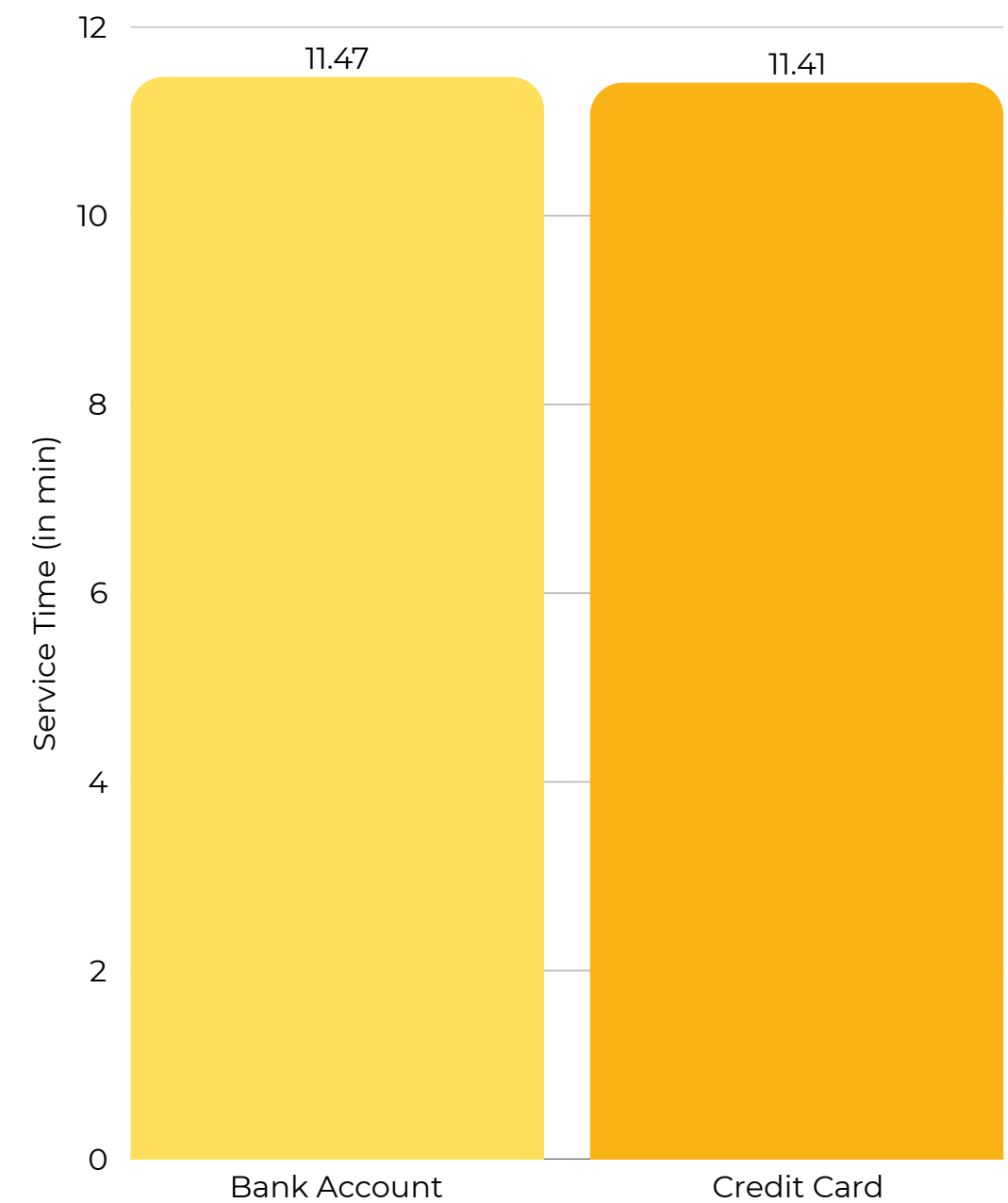
31

Various issue types

Analysis Period (in Year)

2012 - 2017

5+ years of complaint data



Bank Account or Service

11:47

Avg service time (mm:ss)

Credit Card

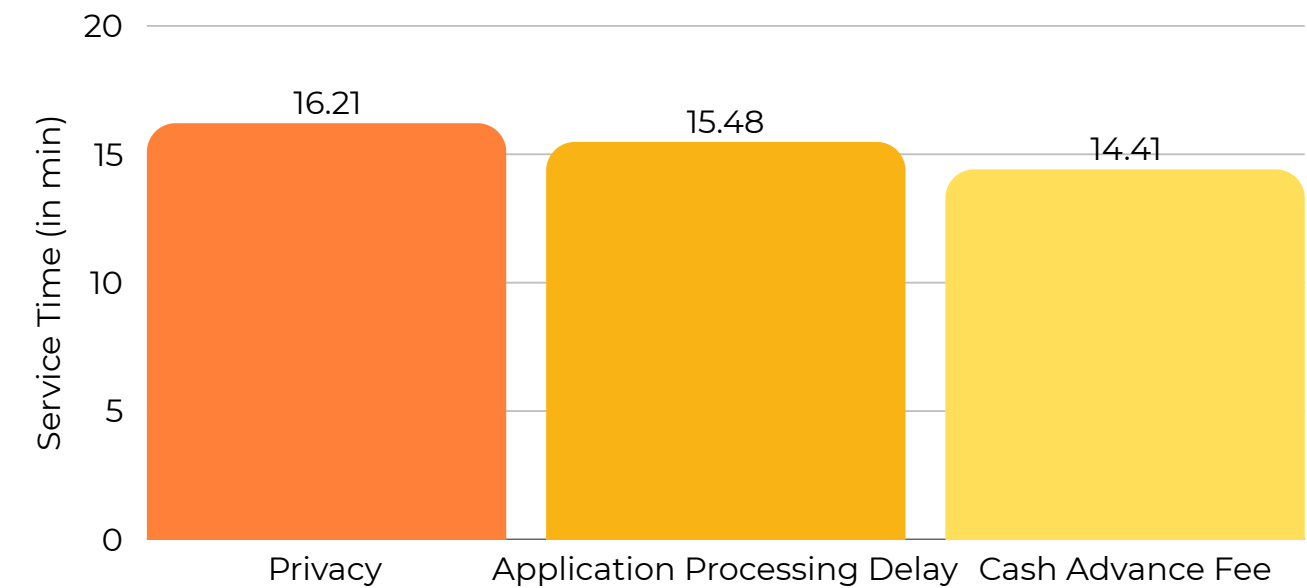
11:41

Avg service time (mm:ss)

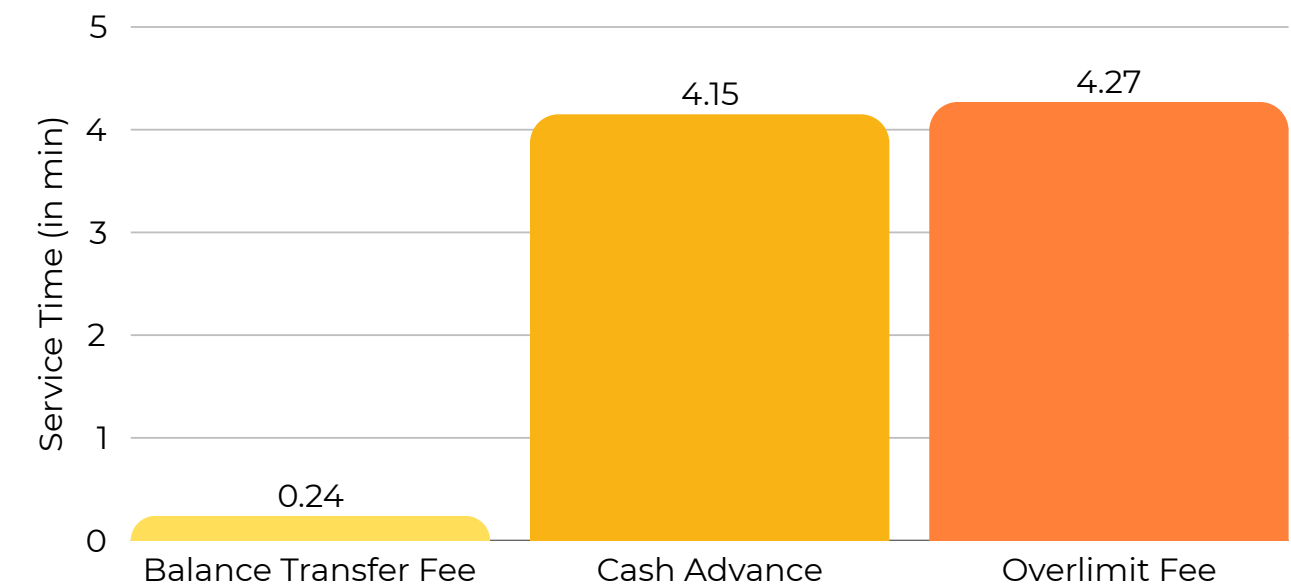
Insights

- Minimal difference, only 6 seconds difference between product types
- Consistent performance

Longest Service Time



Shortest Service Time

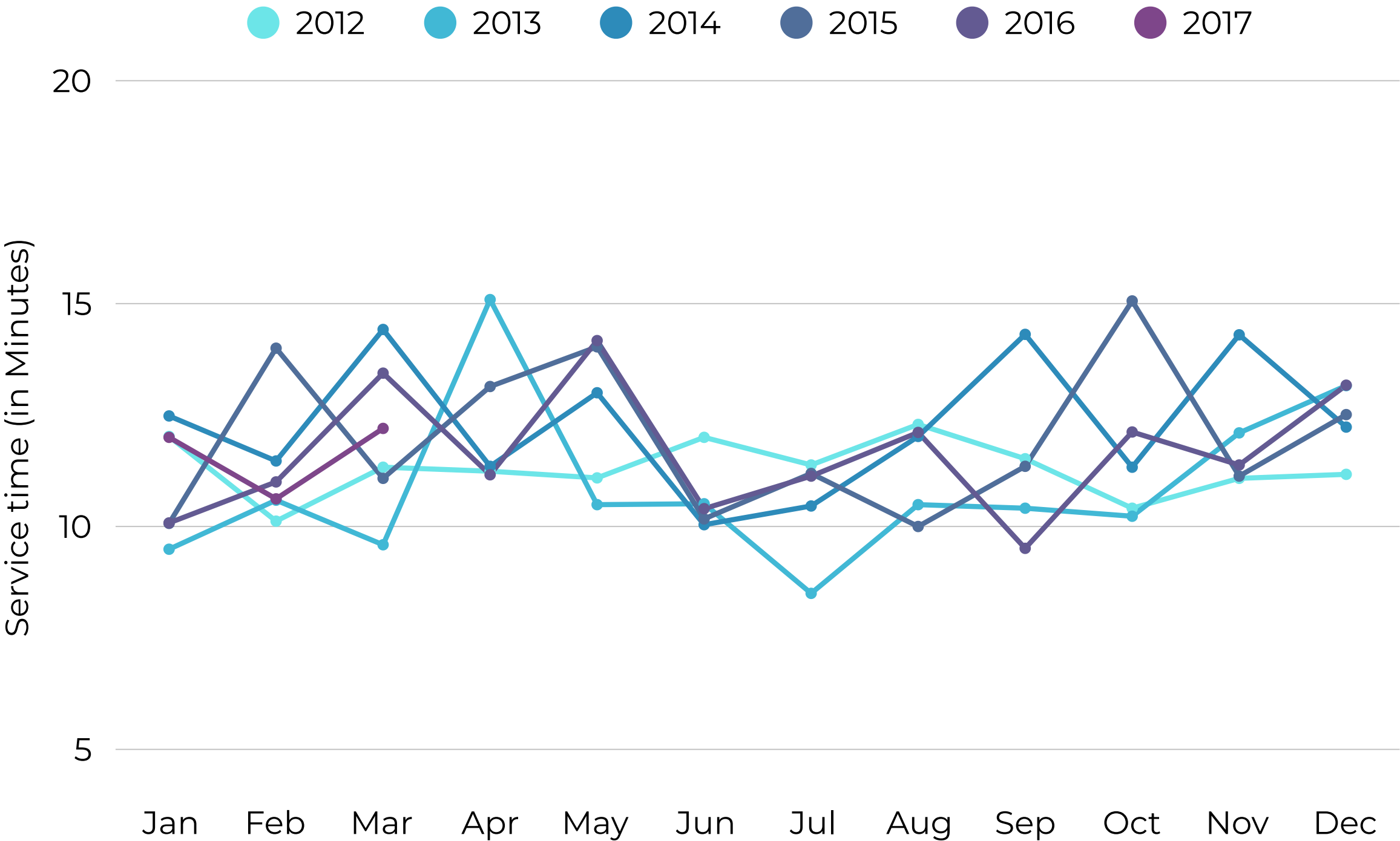


Analysis by
Issue Type

For the **Privacy** issue type, the **serving time is 40% longer** than the average resolution time. This is likely due to the higher level of complexity associated with Privacy-related cases.

For the **Balance transfer fee** issue, the **unusually short duration** likely indicates a data **anomaly** or that the customer ended the call prematurely.

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Time Trend

Best Performance Month

July 2013

with 08:50 average time

Peak Challenge Month

April 2013

with 15:09 average time

Liceria & Co.

THANK YOU

